Candace Loya '03,
Web Content Domain Lead – US 1099 at
Infosys BPM LTD

Course Outline

- Challenges of Email Communication

- Email Etiquette for the Professional

- Crafting Your Email Message

- Q&A

Challenges of Email Communication

- Time has changed how we communicate.

- Many other ways to communicate
  – all announcing the same thing.

1. Intranets
2. SharePoint/MS Teams
3. Social media
4. Virtual meetings
5. Text messages
6. Facetime

- Email etiquette is outdated.

- Email is used differently by each generation.

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Challenges of Email Communication
The Global Statistics

- Active email accounts worldwide are about **5.59 billion**.

- Approximately **4.04 billion** email users in 2020 compared to **3.9 billion** users in 2019.

- **293.6 billion emails** are sent and received every day in 2019.

- An average office employee receives about **121 emails** daily and sends **an average of 40 emails** per day for business purposes.

- **73% of millennials** use emails for business.

- **5 out of 10 emails** are spam.

https://review42.com/how-many-emails-are-sent-per-day/

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Email Etiquette for the Professional

Despite the number of emails we send…

Despite how much or how little experience someone has…

Despite the rules and tools put in place to manage emails at work…

Despite everything we know…

We ALL break the rules when it comes to email.

I will follow the ru
I will follow the ru
I will follow the ru
I will follow the ru
I will fol

Workfront training - Email in Real Life

https://www.youtube.com/watch?v=HTgYHHKs0Zw

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Email Etiquette for the Professional
Etiquette Tips to Remember

- Include a clear subject line.
- Use a professional email, salutation, and a proper or professional company signature.
- Remember your readers.
  - Do they speak a different language or have a different culture?
- Use spellcheck before you send.
- Don't put excuses at the end of your signature.
  - Forgive spelling errors, sent from mobile phone.
- Delete unnecessary material.
- Read your message before you send.
  - Is it understandable?

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Email Etiquette for the Professional
Think Twice Before You Reply

Think twice before you reply, send, or forward an email.
- ☑ Who is it from?
    - ▪ Is it from someone you know well, a professional acquaintance, an executive, manager, co-worker, friend?
- ☑ Is it confidential of sensitive information?
    - ▪ Do you have permission to share or send the information to others?
- ☑ Who will receive the message?
- ☑ Is it appropriate?

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Email Etiquette for the Professional

Legalities of Email

Remember email can be used for legal action and is not confidential.

- Avoid inappropriate humor or sarcasm.
- Avoid offensive language.
- Avoid rumor spreading and/or sharing.
- Don't use work email for personal communications.
- Don't use email to sign up for personal websites such as Amazon, Facebook, that blog you read at home.

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Email Etiquette for the Professional

Things Not to Use in Email

- Emoticons or emoji's
- Clever handles such as GAMERGIRL or PHILDWLUV
- Chatroom abbreviations
    - ROFL, LMAFO, FOCLMAO, LOL,OMG, OMFG, NFW, NOOB
- **ALL CAPS**
    - This is considered an emphasis on something important
    - Also construed as yelling in text and email
- **all lowercase -**Demonstrates laziness or lack of consideration
- Unfamiliar language or words not typically used by reader – acronyms, abbreviations, words requiring a dictionary

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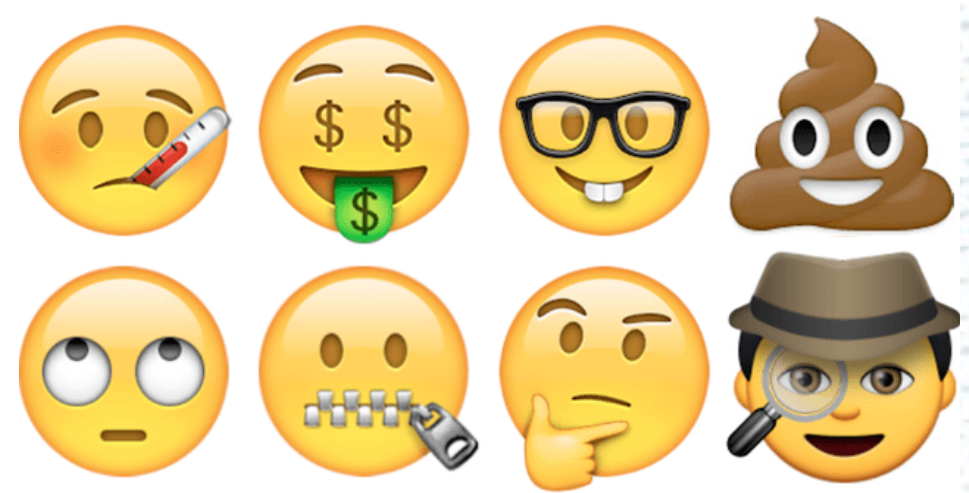
Email Etiquette for the Professional
A Few Other Tips for Communications

- Use email for Call Outs for important notifications

- Include the action you want the reader to take

- Be courteous and respond back within 1-2 hours for urgent messages, 1 day for all other messages

- Use your Out of Office when you are not at work

- Use read receipts as a method for tracking important messages – not for everything

- Keep it brief

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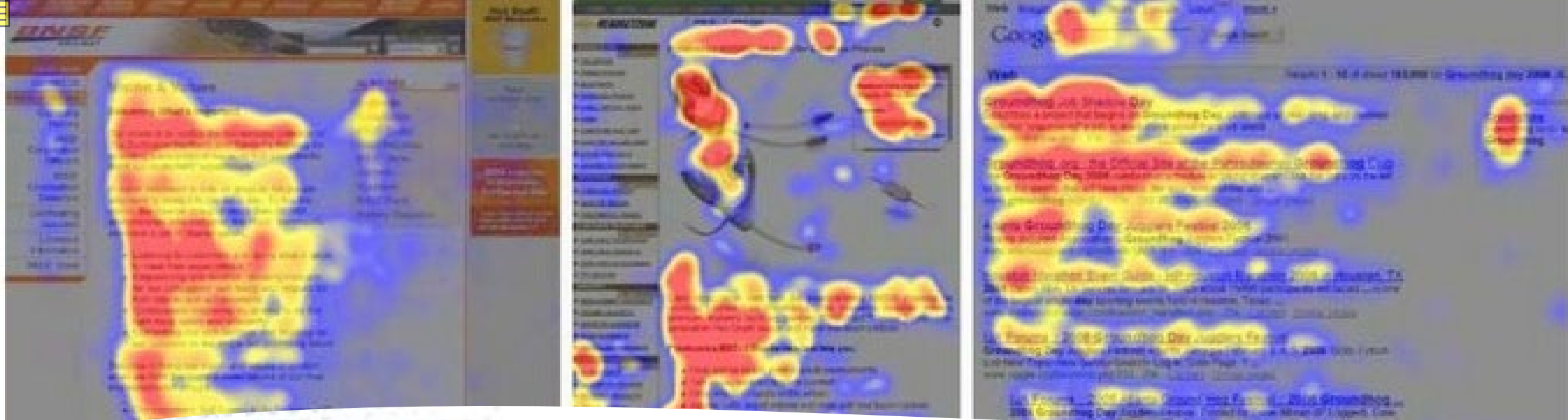
Crafting Your Email Message

- Readers look at email in 6 seconds before deleting, swiping, or ignoring

- Readers follow emails and online content in an "F" pattern.

- [Nielsen Norman Group Web Content Reader Tracking](#) study revealed readers' usually read in an F-Shape pattern.

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Crafting Your Email Message
Know your Audience

- Who are you writing to?

- What do you want to convey?

- What needs to be included?

- Are there lists, attachments, images?

- Are there hyperlinks?

- Is the message relevant to everyone?

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Crafting Your Email Message
The Subject Line and Salutations

Subject lines tell the reader why they should read your message. Below are samples of <u>Action</u> related Subject openers.

- ACTION REQUIRED:
- PLEASE READ:
- DECISION:
- IMPORTANT:

- PLEASE REVIEW:
- RESPONSE REQUIRED:
- RESPOND BY EOB:
- RE:

Salutations start your message. Use appropriate salutations for the readers who will receive your email.

- Greetings
- Hi
- Hello

- Dear
- Welcome
- Good morning, afternoon, evening

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Crafting Your Email Message
The Closing Line

How you close you email should represent your character, professionalism, and brand of who you are.

- Sincerely,
- Best regards,
- Thank you,

- Best wishes,
- Happy to help,
- Cordially,

My favorite:

Delighted to be of service,

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Crafting Your Email Message
The Signature Line

Your signature let's the receiver know who sent the email and what company you are associated with. It should include the following:

Name, (optional: degree, certifications beyond a Bachelor's degree)
Job title, department
Company name
Company contact info
Work email
Work phone number

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Crafting Your Email Message
Examples of a Closing and Signature

Business Correspondence

Delighted to be of service,

Candace Loya
Web Content Domain Lead
T: +1 909 838 3689
E: candace.loya@infosys.com
W: www.infosysbpm.com

Infosys®
Navigate your next

Personal Signature

Delighted to be of service,

Candace Loya   in
909-838-3689 | Cloya909@outlook.com
LinkedIn/in/candaceloya909

Strategy | Solutions | Service

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Crafting Your Email Message
How You Say It Matters

It's not what you say. It's how you say it.

The body of the message is important.
It provides the message you want to
convey to the reader.

- What do you want to say?

- How much do you want to say?

- What is included in the message?

- Is there a deadline for response?

- Who should receive the message?

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Crafting Your Email Message
Email Templates for Communications – The SBAR

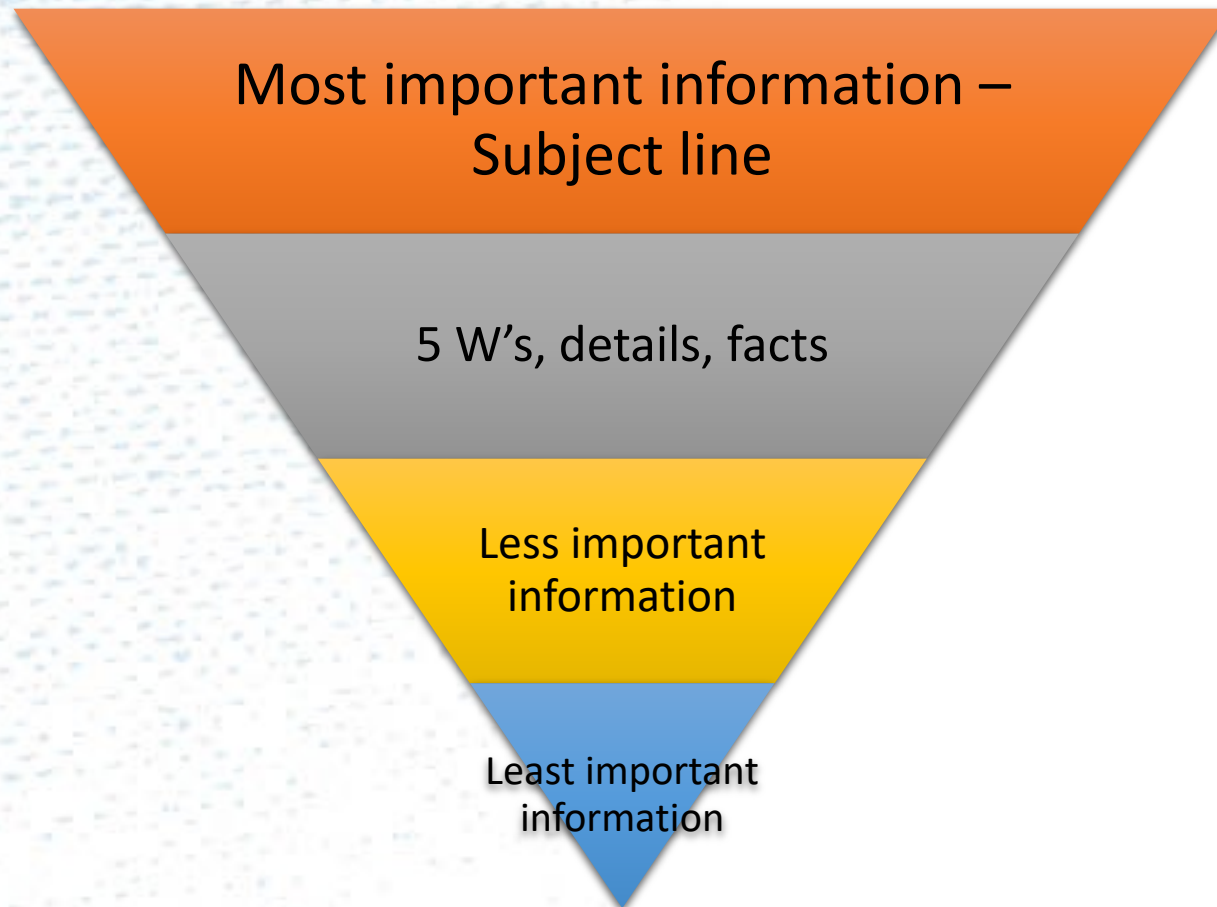The **SBAR** is typically used in crisis communication or healthcare communication.

- **Situation:** What is the situation?
- **Background:** What is the history?
- **Action/Assessment:** What action will be taken or what assessment has been made for the situation?
- **Recommendation/Request:** What is the recommendation or request for the situation? Is there a resolution?

Direct and to the point

Little to No Scrolling Required

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Crafting Your Email Message
Email Templates for Communications – The Inverted Pyramid

Most important information – Subject line

5 W's, details, facts

Less important information

Least important information

- Get to the point - Most important information first
- Follow with bullet points for more than 3 items listed
- Describe what is attached
- Link/Anchor link images and references
- Close with summary and signature

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Crafting Your Email Message
Email Samples – The "Worse" Email You Can Send

To: jiggs@albeitconsodilated.com
From: devilmademedoit@tTC.com
Subject: Needing and answer from you
Attachments: SSLA Forms (32KB)

Hey George:

Let me start off by saying WOW! That meeting was killer. Nancy was looking hot this afternoon. 😝

Back on topic. Do you have that file ready? Marcus said it was due by EOD. He is such a douche sometimes. I attached the document I started in case you need it. We can combine them together when you're done.

Also, let me know if you're down to hit happy hour tonight. My wife is out of town.

Reilly Bisee
Manager | Operation
Thriller **|** 10022 Sixth St., Rancho Cucamonga, CA 91730
951-555-5555**|**Bisee-R@TC.com**|** www.Thriller.com
Office Hours: M-F 8 a.m. to 5 p.m. PST

Crafting Your Email Message
Email Samples – The Long Email

To: GManowar@albeitconsodilated.com
From: pie@tribute.com
Subject: Request for funding
Attachments: Donation Forms (32KB)

Dear Dr. Manowar,

On behalf of the Partners In Education program for the Tribute newspaper, I would like to thank you and Medieval Science Medical Center for your interest and continued support of the Partners In Education program for the Tribute newspaper. With help from Medieval Science Medical Center, we will be able to supply newspapers, curriculum materials and training programs to local schools, libraries, educational facilities and organizations to be used for educational purposes. And as a sponsor, you will receive specific benefits based on your sponsorship level found on the enclosed PIE Sponsor Information sheet and sponsorship form.

PIE (Partners in Education) is a nationally recognized collaboration between corporate and community sponsors, local newspapers and schools providing students with the opportunity to learn in a non-traditional method.

Crafting Your Email Message
Email Samples – The Direct Email

To: jiggs@albeitconsodilated.com
From: Bisee-R@hhp.org
Subject: Request for funding
Attachments: Confirmation Form (32KB)

Dear Customer:

We apologize for the late processing of your order during the holiday. The unexpectedly large number of requests for Pooky Dolls has depleted our stock. Your order is currently on backorder and will be shipped in three days.
I hope you accept my sincerest apologies for the delay and any inconvenience this may have caused.

Thank you,

Reilly Bisee
Manager | Operation
Happy Health Plan **|** 1111 Fifth St., Rancho Cucamonga, CA 91730
951-555-5555**|**Bisee-R@hhp.org**|** www.hhp.org
Office Hours: M-F 8 a.m. to 5 p.m. PST

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? Questions

[Presenter Survey](#)
Please be sure to take a few minutes to share your thoughts
about today's presentation.
Thank you.

Email Etiquette in the Professional Environment

Thank You

in **linkedin.com/in/candaceloya909/**

WE DEFINE THE *Future*